

RIO SUZUKI

3 years of creative + 1.5 years in B2B sales experiences.

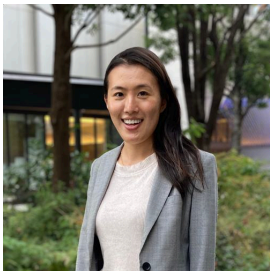
Proactive Master's student in Service Systems Design at Aalborg University, **skilled in identifying patterns** and **synthesizing complex insights into actionable strategies**. Fueled by a **playful** and **systemic mindset** and a strong commitment to creating **socially meaningful and impactful design** intervention.

Copenhagen

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Experience

Student Assistant

Aquaporin, Copenhagen
Nov 2024 - Present

Proactively initiated design activities and regularly collaborated with stakeholders across departments. Attended weekly meetings to identify emerging challenges, tailoring and self-initiating projects such as visualizing complex B2B sales journey map to support internal communication. Led videography projects from concept to final production to enhance user experience and storytelling.

B2B Sales & Operation

Nordis Travel, Copenhagen
Apr 2024 - July 2024

Manage tailored group tours, from creating the itinerary to assisting the entire tour remotely. Professionally resolve any issues while ensuring a seamless and holistic experience.

UX Designer Intern

Love Fuel, Copenhagen
Jan 2024 - Mar 2024

Introduced and led the implementation of Design Thinking and qualitative research methods, such as moderated user interviews. This fostered more iterative, agile workflows significantly accelerating the development cycle and improving overall team productivity.

Digital Designer Intern

Techbbq, Copenhagen
Aug 2023 - Oct 2023

Collaborated in a multicultural environment to create marketing materials for various media types, both digital and print, for a conference attended by over 7,500 participants in CPH.

Web Designer

E-bird Digital Agency, Tokyo
Mar 2021 - Jan 2024

Achieved the highest profit among six designers in last year. Developed strong visual identity for a diverse range of clients, occasionally implementing front-end code using HTML, CSS, jQuery, and basic JavaScript. Managed some projects as the primary point of contact for both internal teams and external client, ensuring high-quality deliverables under tight deadlines.

Digital Marketing Assistant

Aloft Hotel, Tokyo
Feb 2020 - May 2020

Leading the creation of marketing materials and collaborating cross-functionally with PR, marketing, and sales teams in a high-pressure, fast-paced setting. (Due to covid position was end)

B2B Sales Representative

Keio Travel Agency, Tokyo
Apr 2019 - Dec 2019

Led end-to-end B2B sales efforts from cold outreach and deal closing to operations and invoicing successfully building trust, upselling and cross-selling services, and securing future projects.

Desk Staff and Content Creator Student Assistant

Okutama Tourist Office, Tokyo
Jan 2018 - Jan 2019

Initiated and facilitated a cross-sector project between the university and the village tourism department, coordinating field trips and meetings to successfully deliver a walking trail signage redesign.

Education

M.Sc. Service System Design

AAU, Copenhagen
Sep 2024 - Jun 2026

Web Designer Vocational Course

Felica, Tokyo
Jul 2020 - Jan 2021

B.A. Hospitality & management

Rikkyo University, Tokyo
Mar 2014 - Apr 2019

Exchange Student Programme

UNSW, Sydney
Mar 2017 - Jan 2018

Skill

Soft

Strategic Design
Systemic Thinking
User Research
Future Thinking
Co-Design
Systems Mapping
Prototyping

Web Development

HTML / CSS
jQuery
Javascript
Wordpress

Adobe

Illustrator,
Photoshop
InDesign
After Effects
Premiere Pro

Works

Website
Sales / Marketing materials
Infographics
Illustration
Posters
Flyers
Photo / video shooing
Animation
Promotion Video

Other

Language

English Fluent
Danish Basic
Japanese Native

Hobby

Sauna /Swimming
Handcraft
Fishing
Karaoke